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FEDERAL CROP
INSURANCE
CORPORATION //

U. S. DEPT. OF AGRICULTURE
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APR 1 - 1964

C & R-PREP



+
What is
your

COTTON

crop

really worth

to you?... +

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U. S. DEPARTMENT OF AGRICULTURE //

BEFORE you consider any value you hope to gain from your crop . . .

YOUR PRODUCTION INVESTMENT MUST BE MADE FIRST !

and it includes land, seed, fertilizer, insecticides, machinery . . . adding up to a sizeable cash outlay plus a lot of plain hard work . . . in hope of a return.

If your crop is worth the INVESTMENT . . . then it follows that the INVESTMENT is certainly worth PROTECTING.

What happens if your crop fails? Do you just lose your expected profits? . . . Do you tell Mom the old refrigerator will have to do a year or two longer . . . or the banker that you just had a little tough luck . . . or the kids that college is fine, but next year you hope to be in a better financial position?

The fact is you *don't* just lose expected profit . . . You lose your INVESTMENT as well. This means the money needed to produce a crop next year must come from some place!

FEDERAL ALL RISK CROP INSURANCE *protects* your investment . . . it guarantees, in case of crop loss or severe damage, that the money spent to produce your crop will be returned . . . enabling you to *re-use* that *same money* the next crop year . . . without unnecessarily draining the pocketbook or seeking an extension of credit.

ALL RISK CROP INSURANCE protects your investment against all unavoidable causes



of loss: DROUGHT . . . EXCESS MOISTURE . . . FROST AND FREEZE . . . INSECTS . . . PLANT DISEASE . . . HURRICANE OR TORNADO . . . HAIL . . . any cause of loss *beyond your control!*



Here is how an ALL-RISK COTTON INSURANCE POLICY will PROTECT YOUR CROP INVESTMENT.

Federal Crop Insurance guarantees a specified amount of good quality production and pays an indemnity when production falls below this guarantee.

Assume that the pound guarantee for your cotton acreage is 10,000 pounds. First step is for you to place a value on it . . . \$2,800, \$3,000 or \$3,200. Assume you select a value of \$3,000.

Suppose you only harvest 6,000 pounds. This is 4,000 pounds less than your guarantee or a 40% loss.

$\$3,000 \times 40\% = \$1,200$ Crop Insurance check.

If crop is lost after laying by, you collect 80% of your dollar selection.



Good farming practices PAY OFF! . . . FEDERAL CROP INSURANCE is a good farming practice!

64870



Family
Security



Education for
your children

Higher standard
of living

a way of life

LOANS



Good
Credit



5. Issued January 1964 //

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